

In the Claims

Please amend claims 1-12 as follows:

1. (Currently amended) A method for selective demetallization of a pre-printed web material, comprising;

providing the pre-printed web with a ~~a~~ web material having thereon an preplaced image, and a registration mark and ~~coated with~~ a metal film;
conveying said the pre-printed web material to a demetallization station comprising a demetallization roll including indexing means for adjusting a speed location of said the demetallization roll;

prior to passage of said the pre-printed web material through said the demetallization station, observing said the registration mark with observation means and in response to such observation causing said the indexing means to move said demetallization roll to align said the demetallization roll to be in register with said the pre-printed web material; and

passing said the pre-printed web material through said the demetallization station with said the image in register with said the demetallization roll;
whereby predetermined portions of said the metal film are removed or thinned to create or reveal visual elements of said the pre-printed web material in registration with said the image.

2. (Currently amended) A method as in claim 1 wherein said the image is placed by printing or optical image formation.

3. (Original) A method as in claim 2 wherein placement comprises embossing, casting or injection molding.
4. (Currently amended) A method as in claim 2 wherein said the printing comprises flexographic, offset, rotogravure, letter printing.
5. (Currently amended) A method as in claim 2 wherein said the optical image formation comprises formation of holographic, optical variable device, diffractive, dot-matrix, computer-generated holographic or computer-generated optical images.
6. (Currently amended) A method as in claim 1 wherein said the image on said the pre-printed web material is formed prior to metal coating by a flexographic, offset, rotogravure, letter press printing or holographic embossing process.
7. (Currently amended) A method according to claim 1 further comprising adhering said the demetallized web material to a second web material having discrete areas of images thereon using of adhesive between the materials, and thereafter adhesively transferring in registration said the areas of images from said the second web material to said the demetallized web material by a cold foil stamping process.
8. (Currently amended) A method according to claim 1 wherein said the demetallization reveals designs or patterns hidden in the original images on the pre-

printed web.

9. (Currently amended) A method as in claim 1 wherein said the demetallization causes the appearance of a moir pattern on the face of said the pre-printed web material.

10. (Currently amended) A method as in claim 1 wherein said the demetallization removes metal from an area adjacent to but not covering said the image.

11. (Currently amended) A method as in claim 1 wherein said the pre-printed web comprises a continuous roll of film or paper containing holographic, diffractive, optical variable images or patterns, optically computer-generated holograms, holographic or diffractive dot-matrix images or patterns, or non-holographic images or patterns.

12. (Currently amended) A method as in claim 1 wherein said the pre-printed web material comprises film or paper.